



**CUSTOMERS' HOUSING PREFERENCE:  
A CASE STUDY IN KOTA BHARU**

**NUR IZZATI BINTI AB GHANI  
2005372850**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS KOTA BHARU, KELANTAN**

**NOVEMBER 2008**



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُولُوْجِيْ مَآرَا

UNIVERSITI TEKNOLOGI MARA  
KAMPUS KOTA BHARU, KELANTAN


**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT**

**DECLARATION OF ORIGINAL WORK**

I, NUR IZZATI BINTI AB GHANI I/C NUMBER: 840416 - 11 - 5488

Hereby declare that:

- This work has not been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

SIGNATURE: 

DATE: 5/11/08

## TABLE OF CONTENTS

Chapter	Title	Page
	Letter of Submission	i
	Declaration of Original Work	ii
	Acknowledgement	iii
	Table of Content	iv
	List of Tables	vii
	List of Figures	viii
	List of Definitions	ix
	List of Abbreviations	xi
	Abstract	xii

### Chapter One

#### INTRODUCTION

1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Objectives	5
1.4 Research Questions	6
1.5 Research Hypotheses	8
1.6 Scope of Study	9
1.7 Significant of the Study	10
1.8 Limitation of the Study	12
1.9 Theoretical Framework	13
1.10 Conclusion	15

### Chapter Two

#### LITERATURE REVIEW

2.0 Introduction	16
2.1 Definition of House and Home	16
2.2 Customers' Need and Wants	18
2.3 Purchasing Behavior	19
2.4 Consumer Behavior	20

## **ABSTRACT**

Despite its resilience, the residential property sector is getting increasingly competitive and the developers are looking at the slower – taken - up rates and flattish earning performance property developers have to confront challenges in maintaining market share and profit margin. Many developers have to reluctant the sales of houses due to the poor sales of the houses. The developers have to keep themselves updated with the current market situation and hence, to develop the strategy that can enable them to boosts the sale of the houses. The objectives of this study is to identify the popular types of houses preferred by the potential house buyers, to determine the factors influencing the consumer preference in buying house and to identify the most and least important factors preferred by the potential house buyers. The findings of this study will be beneficial to the developers in Kelantan to identify the customers' housing preference in order to fulfill the need and want of customers. In collecting data, the researcher used primary data (questionnaire) as a way to get feedback from the customers. Using non probability sampling, 100 respondents in Kota Bharu have participated on this study. In this research, the finding shows that only property - specific traits have significant relationship towards dependent variable (customers' housing preference). Others factors are not contributing to the significant due to the changing of customers' preference from time by time. Maybe other factors that are not included in this research will contribute to the significant.

## **CHAPTER 1**

### **INTRODUCTION TO RESEARCH**

#### **1.0 INTRODUCTION**

This section discusses on the background of the proposed study. Among the main topics highlighted are the overview of industry, background of the study, problem statement, the research objectives and research questions and other peripheral topics that are expected to fulfill the requirement of the study.

#### **1.1 BACKGROUND OF STUDY**

Preference (also called "taste" or "penchant") is a concept, used in the social sciences, particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratification, enjoyment, utility they provide. More generally, it can be seen as a source of motivation. In cognitive sciences, individual preferences enable choice of objectives or goals.

As we know, consumer preferences are vary each other. This is because consumer has different in taste and choice. Consumer preferences occurred when there is